

Data, Trend and Market Analysis Project



Project Title	Data, Trend and Market Analysis Project
Project Summary	We want to market our virtual presentations (webinars) to a wider audience and are looking for an intern who can analyze data, identify trends (over last three years), and make recommendations to drive our future content and improve the customer experience.
Country	United States

Project Description

The Outreach Team at Federal Student Aid conducts virtual presentations via the webinar platform Adobe Connect. In order to best serve the needs of our customers, we want to analyze the participation rates, geographic reach, frequently asked questions, and highly rated webinar topics. We will need someone to evaluate all of the data and report the finding through visuals (graphs, charts, etc.) We will use this information to determine the best way to market, structure and conduct our webinars.

Required Skills or Interests

Skill(s)

Analytical writing

Data analysis

Additional Information

Proficient In Excel

Proficient in Microsoft PowerPoint

Proficient in Microsoft Word

Language Requirements

None